Learning Aim A (3.1) - Social Media Platforms

Activity 4 – Investigate How Businesses Communicate with Customers

There are a variety of ways that businesses can communicate with their customers through their chosen social media websites. Investigate how they:

- Communicate updates and changes to products and services
- Engage in two-way communication (e.g. customer feedback)
- Address customer service by resolving queries and managing issues

Refer to the relevant headings in the text book extract (pages 182 to 194), but do not copy this content. Use it to generate ideas for research. Give real examples in your work.

Business that you are investigating:

Investigate:	Describe (including screen shots):
How the business communicates with customers, e.g.: • Changes or updates to products/services • Customer feedback (surveys or comments)	
How the business provides customer service on their social media platforms (look through the comments to see how they manage customer queries).	
How the business resolves issues and complaints – show examples of how the business responds.	
Why is it important for businesses to respond to customer comments?	
Why is it important for businesses to consider carefully how they respond to customer complaints on their social media sites?	